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(A) an organic solvent having a partition coefficient (octanol-water) ( $\log P$ ) at 25° C of 0.3-6 and a molecular weight of 200 or less, in at least one of the first and second components such that the total amount of component (A) ranges from 1-70 wt % of the entire bleach composition;

(B) an organic solvent having a partition coefficient (octanol-water) ( $\log P$ ) at 25° C of less than 0.3, in at least one of the first and second components such that the total amount of component (B) ranges from 0-8 wt % of the entire bleach composition, but less than the amount of component (A); and

(E) water in an amount of 20-55 wt % of the entire bleach composition, the hair bleach composition, upon admixture of the first and second components upon use having a pH of 7.5-12.

6. (New) The hair bleach or dye composition according to Claim 5, wherein the alkali component contains ammonia in an amount of 0-3 wt % based on the entire composition.

7. (New) The hair bleach or dye composition according to Claim 5, which further comprises a third oxidizing component of a persulfate salt in an amount of 1-30 wt % based on the entire composition.

8. (New) The hair bleach or dye composition according to Claim 5, which further comprises a cationic surfactant component (F) in at least one of the first and second components in an amount ranging from 0.01-10 wt %.

9. (New) The hair bleach or dye composition according to Claim 5, which further comprises color developing and coupling substances in combinations of two or more substances in respective amounts of 0.01-5 wt % based on the entire composition or a direct dye.

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10. (New) The hair bleach or dye composition according to Claim 5, which further comprises a saturated or unsaturated  $C_{12}$ - $C_{22}$  linear or branched monohydric alcohol component (I) in at least one of the first and second components in an amount ranging from 0.1-20 wt % based on the entire composition.

11. (New) The hair bleach or dye composition according to Claim 5, which further comprises a polyoxyalkylene compound as component (J) in at least one of the first and second components selected from the group consisting of polyalkylene glycol having a total polycondensation number of  $C_2$ - $C_4$  oxyalkylene groups of 4 or more, polyalkylene glycol alkyl ( $C_{1-4}$ ) ethers, polyalkylene glycol glyceryl ethers, polyalkylene glycol pentaerythritol alkylene ethers, polyalkylene glycoltrimethylolpropane ethers and polyalkylene glycol alkylene glycoyl ethers in at least one of the first and second components in an amount ranging from 0.1-20 wt % based on the entire composition.

12. (New) The hair bleach or dye composition according to Claim 5, which further comprises at least two nonionic surfactants of different HLB values of which one is a hydrophilic nonionic surfactant (K) having an HLB value of 10-20 and another is an oleophilic nonionic surfactant (L) having an HLB value of 1-10, the surfactants incorporated in the first aqueous component or the second aqueous component or both of the components.

13. (New) The hair bleach or dye composition according to Claim 12, wherein the hydrophilic nonionic surfactant is a polyoxyethylene alkyl ether or an alkyl glycoside.

14. (New) The hair bleach or dye composition according to Claim 12, wherein the oleophilic nonionic surfactant is a polyoxyethylene alkyl ether having an HLB of 1-10, a polyoxyethylene polypropylene alkyl ether, an alkyl glyceryl ether, alkyl glyceryl

pentaerythritol ether, an alkyl diglyceryl ether or an alkyl triglyceryl ether, all having an HLB value of 1-10.

15. (New) A hair bleach or dye composition, comprising:

at least two separate components of:

a first aqueous component containing an alkali agent (C) in an amount of 0.1-10 wt % based on the entire hair bleach composition, and

a second aqueous oxidation component containing an oxidizing agent (D) in an amount corresponding in effect to 0.1-12 wt % of hydrogen peroxide; the composition further comprising:

(A) an organic solvent having a partition coefficient (octanol-water) ( $\log P$ ) at 25° C of 0.3-6 and a molecular weight of 200 or less, in at least one of the first and second components such that the total amount of component (A) ranges from 1-70 wt % of the entire bleach composition;

(B) an organic solvent having a partition coefficient (octanol-water) ( $\log P$ ) at 25° C of less than 0.3, in at least one of the first and second components such that the total amount of component (B) ranges from 0-8 wt % of the entire bleach composition, but less than the amount of component (A); and

(E) water in an amount of 20-70 wt % of the entire bleach composition; and

(F) a cationic surfactant in at least one of the first and second components in an amount of 0.01-10 wt % based on the entire bleach composition, the hair bleach composition, upon admixture of the first and second components upon use, having a pH of 7.5-12.

16. (New) The hair bleach or dye composition according to Claim 15, wherein the alkali component contains ammonia in an amount of 0-3 wt % based on the entire composition.

17. (New) The hair bleach or dye composition according to Claim 15, which further comprises a third oxidizing component of a persulfate salt in an amount of 1-30 wt % based on the entire composition.

18. (New) The hair bleach or dye composition according to Claim 15, which further comprises a cationic surfactant component (F) in at least one of the first and second components in an amount ranging from 0.01-10 wt %.

19. (New) The hair bleach or dye composition according to Claim 15, which further comprises color developing and coupling substances in combinations of two or more substances in respective amounts of 0.01-5 wt % based on the entire composition or a direct dye.

20. (New) The hair bleach or dye composition according to Claim 15, which further comprises a saturated or unsaturated  $C_{12}$ - $C_{22}$  linear or branched monohydric alcohol component (I) in at least one of the first and second components in an amount ranging from 0.1-20 wt % based on the entire composition.

21. (New) The hair bleach or dye composition according to Claim 15, which further comprises a polyoxyalkylene compound as component (J) in at least one of the first and second components selected from the group consisting of polyalkylene glycol having a total polycondensation number of  $C_2$ - $C_4$  oxyalkylene groups of 4 or more, polyalkylene glycol alkyl ( $C_{1-4}$ ) ethers, polyalkylene glycol glyceryl ethers, polyalkylene glycol pentaerythritol alkylene glycol ethers, polyalkylene glycoltrimethylolpropane ethers and polyalkylene glycol